

THE DIE IS CAST!
WE HAD TO DO IT!

WE CAN WAIT NO LONGER. This is long over-due! The contract is signed. The wreckers, the carpenters, the painters will arrive . . . and we'll go through the headaches of a complete remodeling job! Yes . . . from the front door to the back . . . signs, windows, awning, counters, merchandise racks, tables, electrical fixtures, office . . . EVERYTHING GOES . . . lock, stock and barrel . . . to make way for a newer, finer, ultra-modern GAY SHOP that will be the talk of the town! But what to do with our merchandise? . . . With all this going on, we know that half of it would be ruined, torn or spotted. There was only one logical thing to do . . . that was to give you, our regular customers and friends an opportunity to BUY IT NOW at GIVE-AWAY PRICES, rather than later, after something happens to it. We know you will agree that this is the smart thing to do . . . for both you and us . . . so be here when the doors open Friday morning and take your pick at these ridiculous prices!

STORE CLOSED ALL DAY THURSDAY
To Mark Down Merchandise

THE GAY SHOP REMODELS

SALE STARTS FRIDAY at 9 a.m.

ENTIRE STOCK MUST BE SOLD QUICKLY !!

A Personal Statement

by

PAUL DIAMOND

For many months I have been ashamed how the Gay Shop looked.

We knew we had the fine merchandise and right prices, but certainly we didn't have the store to go with it. We were about 25 years out-of-date! At last I decided to do something about it. The contract is signed. It will be a complete job. Not just a little paint here or there, but a brand new front, new modern windows, smart fixtures, new daylight lighting . . . a shop that I know you will be as proud of as I will be . . . It was certainly about time!

With this going on . . . I couldn't bear to throw our fine merchandise around. I've no place to store it. The cost of moving it, warehousing and insurance is too great. I could sell it at wholesale or less to another store . . . but I thought it better to give you the advantage and the opportunity to buy it piece by piece in a few fast disposal days!

Thank you,

Paul Diamond

Sheen Gabardine

Toppers \$3.99
To wear with everything in your wardrobe from slacks to your prettiest summer dresses. Luscious colors in sizes 10 to 16.
Just unpacked . . . but they go out at . . .

NOTHING RESERVED

\$50,000 SACRIFICE NOW

Gay's Regular \$6.95

Dresses .. \$3.99
New summer styles in cotton washable pique. Lovely pastel colors and bemberg sheer prints. While they last . . .

Gay's Regular \$10.95

Dresses .. \$5.99
One and two-piece models. All reasonable styles and types. Out they go at this give-away price . . .

Gay's Regular \$14.95

Dresses .. \$8.99
Choice of many. Sports wear, sifteen, dress wear. You name it—We've got it. At this price it is like paying you to wear these dresses for us . . .

Gay's Regular \$29.95

Dresses .. \$12.99
These include the finest dresses in our store . . . all famous name brands which you know so well. Here is your chance to buy a truly better dress at a price about half of what you expected to pay. These will go quickly . . . Be here when the doors open!

Guaranteed Values To \$1.95

All PERFECT NYLONS

—60 & 66 Gauge Sheers for dress wear!
—54 & 51 Gauge Business Sheers!
—48 & 45 Gauge Service Weights!
—Silhouette Heels—Colored Heels!
—Sandal Foot! Fancies of all kinds!
Your Choice, \$1 Pr.
Out They Go \$1 At Only . . .

Here is a sale of Nylon Hosiery that is big enough and important enough to advertise it and it alone in this full page advertisement.

WE MUST SELL IN A FEW SHORT DAYS EVERY PAIR NYLON HOSE

Frankly, it is too big a risk with the moving of fixtures, painters and carpenters going and coming to allow our tremendous stock of nylon to be placed in jeopardy during this remodeling period. So sell it . . . and sell we must . . .

54 and 60 Gauge, 15 denier, slight irregulars of a well known brand . . . so slight that even we seldom find any imperfections.

WORTH DOUBLE GAY'S SALE PRICE

79¢

WATCH!

for **GRAND OPENING** of the **NEW GAY SHOP**

Gay's Regular \$14.95

SUITS . . . \$8.99

These fine summer suits have just arrived for summer selling . . . but they must be sold with everything else. Take your pick Friday morning.

Gay's Regular \$24.95

SUITS . . . \$12.99

Brand new fine rayon gabardines! High quality cool summer butcher linen, all fully satin lined, expertly tailored. Come and get them while a limited number last—

Gay's Regular \$35.00

SUITS . . . \$19.99

All 100% virgin wools in fine quality gabardines, worsteds and some flannels. These are name brand suits which we are unable to advertise when sold at this price. Come take 'em away . . . we don't want the painters to ruin these.

Gay's Regular \$19.95

COATS . . . \$12.99

Gabardines, fleeces, and other fine fabrics. California top-per styles. Take your pick of the entire selection Friday morning.

Gay's Regular \$35.00

COATS . . . \$19.99

Fine virgin wool boucles . . . 100% wool cut-suedes. Fine quality tailoring and high style detail makes these coats terrific values at \$35.00 . . . but when you can buy them at this price . . . all we can say is HURRY!

Gay's Regular \$49.95

COATS . . . \$29.99

These are the finest quality sheen gabardines we have ever offered at \$49.95. This fine maker would tear his hair out if he knew we were giving them away at this ridiculously low price. Dark colors . . . light summer shades, pastels . . . they will all be sold regardless of their original price . . . at only—

ENTIRE STOCK ON SALE AT DRASTIC PRICE REDUCTIONS

GAY'S REGULAR \$3.95

BLOUSES
Sport Blouses, Tailored Blouses, Dress Blouses . . . our regular stock . . . but they must go too—
Your Choice \$1.99

GAY'S REGULAR \$5.95

BLOUSES
These include wonderful new nylons, fine crepes, nylon batiste . . . in styles for dress and sport. They must go—take your pick for only—
\$3.99

GAY'S BETTER, Values to \$10.95

BLOUSES
Nothing reserved. We can not take a chance on ruining these, they are too costly and to fine to run the risk. Actually we are selling these at a price that is paying you to take care and store them for us in your own home. Supply limited.
\$4.99

GAY'S REGULAR \$5.95

SKIRTS
All new spring and summer skirts including those arriving yesterday . . . Will go out at this price. Choice of gabardine, Den River, Pique, and washable pique. Bright new summer colors.
\$3.99

GAY'S REGULAR \$5.95

SKIRTS
New cotton quilted circular skirts in fine prints . . . Den River washable stripes and new summer flannels. Nothing reserved. Out they go at only
\$4.99

GAY'S REGULAR \$5.95

SLACKS
These are our first quality strutter cloth . . . fine sheen gabardines . . . and the new rayon flannel which has proven so popular. You have always bought these slacks at \$5.95 . . . not only because they were worth the money . . . but because of their fine fit and tailoring. Now you may take your choice at—
\$3.99

They're smart! They are new!

Reg. \$8.95 Two-Piece

SPORT OUTFIT
Clever linen vest and matching skirts with attractive contrasting trim. These have just arrived but will go on sale just the same
\$5.99

GAY'S REGULAR \$7.95

SPORT JACKETS
Fine quality Dan River washable pin-checks. These fine sport jackets are also known as "Jack Shirts." Your choice of pink, navy or yellow checks. We've cut the price in almost half to pay you to take them home.
\$4.99

GAY'S HIGH STYLE

PLAY CLOTHES
—goes at ridiculous low prices too!
Reg. \$3.95
Two-piece Play Suit . . . \$2.79
Reg. \$1.59
Play Bras . . . \$1.00
Reg. \$2.98
Play Clothes . . . \$1.99

Again we are prevented to mention the well known brand you have always found at the Gay Shop.

SWIM SUITS

Gay's Regular \$10.95
Lingerie. One or Two piece models . . . \$5.99
Gay's Regular \$16.95
Lingerie. One or Two piece models . . . \$8.99

At this give away price . . . we don't expect our limited supply to last very long

All ROBES and HOUSECOATS

—must be sold or they will certainly be ruined here. Reg. \$5.95 Washable Rayon and SEERSUCKER BRUNCH COATS. Ideal for hot weather. Out they go with everything at—
\$3.99

Regular \$3.98

PAJAMAS
Seersucker and broadcloth. Solid or attractive prints. Well made and trimmed. All sizes and colors. Out they go while a limited number lasts . . .
\$2.99

—for your information ALL LINGERIE

—has been priced to sell . . . These delicate and beautiful pieces can not be risked during our remodeling.

All \$2.98 Half or Full Length

Slips . \$1.99

All \$3.98 Better Acetate Nylon

Slips . \$2.99

Reg. 60c Nylonized Rayon

Panties . 39¢

Reg. \$1.00 All Nylon

Briefs . 79¢

Yes . . . All of Our Famous Name Brand BETTER SUITS

—to go out too! We would much rather you have these suits than have them spoiled by painters, carpenters and wreckers. Perish the thought.

One of a Kind . . . All to Be Sold at

BELOW COST!

Nothing Reserved Name Brand BETTER COATS

Imported Scotch virgin tweeds . . . fine quality poodle cloths . . . famous stroock fabrics. We can't gamble on anything happening to these coats during our remodeling . . . so they will be individually marked and sold—

BELOW COST!

WE MUST REDUCE STOCKS REGARDLESS OF THE LOSS

Regular \$10.95

TELEVISION PAJAMAS

Good looking two piece rayon pajamas in scroll prints and contrasting jersey trim. A spot of paint would ruin any one of these, so we are going to ask you to take them for only—
\$5.99

Regular \$3.95

Satin & Crepe GOWNS

Pink, blue, and white. Fine eyelet lace trimmed gowns in one big group that will go out of here at only
\$1.99

Regular \$3.95

Seersucker GOWNS

Washable long wearing, good looking seersuckers . . . in prints and pastel colors. We don't believe you have ever seen a buy like this for only
\$2.99

Regular \$22.95

Satin Quilted ROBES

Beautiful full length styles. Extra quality fully satin lined. We are not going to take a chance on these being ruined so we are giving them away at—
\$12.99

THE GAY SHOP

1319 SARTORI AVE.

TORRANCE